



COUNCILMEMBER DONNA FRYE

CITY OF SAN DIEGO – SIXTH COUNCIL DISTRICT

Press Release

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FRYE RECOGNIZES TOPS CLEANERS FOR RE-OPENING & NEW FAÇADE

City rebates Tops Cleaners \$10,000 through Storefront Improvement Program

San Diego, CA - Councilmember Donna Frye, public and private representatives and Morena district business owners celebrated today the storefront revitalization of Tops Cleaning and Laundry Services (Tops Cleaners), a local dry cleaning and in-house laundry business that suffered a major accident on January 11, 2006 when a car tore into the business and wrecked the entire business storefront.

“After the unfortunate event of having a car crash into the front of my business, I needed immediate assistance with the repair costs,” said Ted Nestor, owner of Tops Cleaners. “I applied for and will receive a \$10,000 rebate from the City, and today my business looks much more attractive than it did before, drawing by far many more customers.”

Located at 855 Morena Boulevard, Tops Cleaners has served the Linda Vista community since 1961 providing dry cleaning, in-house laundry and pick-up and delivery services. Additionally, Tops Cleaners will soon use state-of-the-art hydrocarbon dry cleaning equipment for better quality and earth-friendly services.

“I commend Tops Cleaning and Laundry Services for re-opening and remaining here on Morena Boulevard and for making use of a financial resource offered by the city,” said City Councilmember Donna Frye, whose sixth district includes the Morena area. “It is crucial that local businesses continuously be reminded of the many programs available to them through the City of San Diego. I encourage all local businesses to consider participating in the Storefront Improvement Program.”

For many years, the City of San Diego and the council districts have partnered on various projects and programs, attempting to tap into the various business districts to create better opportunities for local citizens and business and property owners.

Since its inception in 1986, the City’s Storefront Improvement Program has assisted hundreds of businesses in restoring and beautifying their blighted and worn down business storefronts citywide with about 53 applications currently in progress. A total of eight storefront improvement projects have been completed in the sixth council district with about four currently in the pipeline.

Frye Recognizes Tops Cleaners for Re-opening and New Façade

10/25/2006

Page 2

The City's Storefront Improvement Program is a key funding source for the enhancement of many of San Diego's small businesses. It generates revenues to businesses and the City by stimulating private investment in the City's older commercial districts through storefront revitalization.

The City of San Diego offers three different Storefront Improvement Program rebates to assist local businesses in restoring their façades:

- A **Standard Project Rebate** in which the City will rebate the applicant for one-third of the construction costs up to a maximum of \$5,000
- A **Historic Project Rebate** in which the City will rebate the applicant for one-half of the construction costs up to a maximum of \$7,500
- A **Multiple Tenant Building Project Rebate** in which the City will rebate the applicant one-third of the construction costs up to a maximum of \$10,000 for commercial buildings that house multiple small business tenants (three or more)

Excluded from the program are new building construction, large office buildings in excess of 80,000 square feet, national franchises, apartments, home-based businesses, lofts, government owned or occupied buildings, churches and other religious institutions.

Certain projects may also qualify for a matching grant of up to \$10,000 from the City's Redevelopment Agency if the business is located within a specified redevelopment project area. Property and business owners located along the Morena Boulevard Corridor are eligible for these additional grant funds from the Redevelopment Agency for improving their storefronts. Citywide, the partnership between the Storefront Improvement Program and the Redevelopment Agency has created three adopt-a-blocks located in the City Heights, San Ysidro and North Bay redevelopment project areas.

Local businesses may also have access to capital through the City's Business Finance Program, in which the City provides three revolving loan funds ranging from \$25,000 to \$500,000 to help business owners finance construction costs.

For more information about the City of San Diego's Storefront Improvement Program, contact the Program Manager Alissa Gabriel at (619) 236-6460 or via E-mail at agabriel@sandiego.gov. For information on all programs available to businesses citywide, visit the City of San Diego's Web site at www.sandiego.gov.

Donna Frye is the City Councilmember for the Sixth Council District of the City of San Diego, which includes the communities of Clairemont, Kearny Mesa, Linda Vista, Morena, Mission Bay, Mission Valley and Serra Mesa. She has served on the City Council representing District Six since 2001 and was recently re-elected to a second term on the City Council. She is currently the chair of the City Council's Natural Resources and Culture committee.

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